

How Magnolia Oil & Gas *turned benefits complexity into employee confidence*

When Magnolia Oil & Gas needed to shift employees toward HDHPs and drive HSA adoption across a distributed Texas workforce, they needed more than a communication campaign. Pasito stepped in as the always-on benefits workspace and delivered results across all 46 locations.

INDUSTRY

Oil and gas

COMPANY SIZE

Mid-market

USE CASE

HDHP adoption + decision support

 The challenge

Employees were choosing the wrong plans and no one could tell them why

Before Pasito, Magnolia Oil & Gas struggled to move employees toward cost-effective HDHPs. Many continued choosing PPOs due to limited awareness of long-term savings available with other plan types, leading to higher costs and missed HSA opportunities.

The HR team found it challenging to communicate the financial advantages of lower-cost plans to a workforce spread across 46 locations in Texas. Without effective benefits education opportunities, there was little hope of changing enrollment behavior.

 The solution

Precise benefits guidance, built for deskless workforces

Magnolia selected Pasito for its personalized cost projections, using ZIP code data to give employees accurate, location-specific plan comparisons. Targeted communications with direct links to Pasito made it easy for employees to engage on their own time.

Employees ran personalized scenarios, compared plans, and selected the best options for their needs. For Magnolia, 23% of employee sessions took place outside work hours, reflecting strong engagement across a distributed workforce.



HR EXPERIENCE



We have people across 46 locations, and they wanted a tool that could project out expenses at the zip code level, something precisely for their locations. Your platform is so easy to use, and you can add as much as you want or make it as simple as you need.

JENNIFER DAVIS
LEAD, COMPENSATION & BENEFITS,
MAGNOLIA OIL & GAS

WITHOUT PASITO

5%

BEFORE PASITO,
HSA ENROLLMENTS GREW
JUST 5% THE PRIOR YEAR

 The results

65%

OF EMPLOYEES RETURNED TO PASITO MORE THAN
ONCE

*In a year when employees
across 46 locations needed
to make a critical plan
decision*

PLAN SWITCHING

15%

Of employees on the PPO
option switched to lower-cost
plans

HSA ENROLLMENTS

13%

Increase in HSA enrollments vs.
5% the prior year without
Pasito

TIME SPENT

~2 hrs

Average time spent in Pasito
per employee

READY TO BUILD BETTER BENEFITS?

**Build a benefits program that works
for deskless employees.**

See Pasito in action →

pasito.ai/demo